



Person Specification

Experience & Knowledge

Essential

- Significant senior marketing leadership experience within live events, sport, leisure, entertainment, or multi-site consumer venues
- In depth Knowledge of ticketing platforms, pricing strategy, and yield management
- Proven track record of developing and delivering group or multi-brand marketing strategies
- Experience managing large, integrated marketing budgets with clear ROI accountability
- Demonstrable success driving revenue through marketing across multiple income streams (ticketing, hospitality, events, partnerships)
- Strong background in digital marketing, CRM strategy, and customer lifecycle management
- Experience leading large-scale, multi-channel campaigns (brand and performance)
- Experience managing and developing multi-disciplinary marketing teams
- Strong understanding of data-driven marketing, segmentation, and performance reporting
- Experience working closely with sales teams to drive lead generation and commercial outcomes
- Experience managing external agencies and marketing technology partners

Desirable

- Experience within sports, racing, betting, or regulated leisure sectors
- Experience marketing mass attendance events or seasonal event programmes
- Understanding of hospitality and premium experience marketing

Skills & Competencies

Strategic Thinking

- Ability to translate business objectives into clear, commercially focused marketing strategies
- Balances long-term brand development with short-term revenue performance

Commercial Acumen

- Strong financial awareness with the ability to link marketing activity directly to revenue outcomes
- Confident in budget ownership, forecasting, and performance evaluation

Leadership & Team Development

- Inspiring and collaborative leader with experience building high-performing teams
- Able to lead through influence across geographically dispersed venue teams
- Strong coaching and mentoring capability

Campaign & Brand Management

- Expertise in planning and delivering integrated campaigns across traditional and digital channels
- Strong brand stewardship across multiple venues or sub-brands

Digital & Data Capability



- Deep understanding of CRM, marketing automation, paid media, and audience targeting
- Comfortable using data and insight to inform decisions and optimise performance

Stakeholder Management

- Excellent relationship-building skills with senior internal stakeholders
- Ability to influence at executive level and align diverse teams behind common goals
- Confident managing agency and partner relationships

Communication

- Clear, persuasive communicator able to present strategy and results at board level
- Strong written and verbal communication skills

Project & Operational Management

- Highly organised with the ability to manage multiple priorities across a complex venue portfolio
- Comfortable operating in fast-paced, event-led environments

Personal Attributes

- Commercially driven with a strong results focus
- Customer-centric mindset
- Resilient and adaptable in a seasonal, event-led business
- Collaborative, positive, and solutions-oriented
- High levels of accountability and ownership
- Creative thinker with a passion for live experiences and audience engagement

Qualifications

Essential

- Degree or equivalent professional experience in Marketing, Business, or related discipline

Desirable

- Professional marketing qualification (e.g., CIM or equivalent)